ORDER

Order / Rev: 37225

Alt Order #: 08863116

Product Desc: ROMNEY/P/R

Estimate: 373

Flight Dates: 09/12/12 - 09/18/12

Original Date / Rev: 09/11/12 / 10/01/12

Order Type: GENERAL

KLAS

WOODSWAY 49

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region: National

Agency

Orders

Name:

American Rambler Production

Buying Contact:

Billing Contact:

138 Conant St.

Beverely, MA 01915

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle:

Agency Commission:

15%

EOM/EOC

Advertiser

Name:

Priority:

Romney, Mitt / R-Pres

Demographic: A35+

Product Codes: PO1

Revenue Codes: AGY, POL, CAND

LV1

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	88	\$61,550.00	\$52,317.50

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	88	\$61,550.00	\$52,317.50	0.00
Totals	88	\$61,550.00	\$52,317.50	0.00

00:15:00

Account Executives

Account Executive Sales Office Sales Region Start Date / End Date Order %

Mike Jones Start Of Order - End Of Order 100%

 Order Share
 Share
 Total

 KLAS
 30%
 \$61,550.00

 Market
 100%
 \$205,166.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$51,291.67
KTUD	0%	\$0.00
KVBC.	0%	\$0.00
KVVU	5%	\$10,258.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 8	09/12/12	09/14/12	8 News Now 6a M		6-7a	WTF	:30	3	\$245.00LV2	0.00 NM	3	\$735.00
NEWS			8 News Now 6a M	-F								
Assessment of the second	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	10/12	09/16/12	WTF	3	\$245.00	0.00						
E 2 8	09/17/12	09/18/12	8 News Now 6a M	-F CM	6-7a	MT	:30	2	\$245.00LV2	0.00 NM	2	\$490.00
			8 News Now 6a M	l-F								

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KLAS

Order / Rev:

37225

Advertiser:

Romney, Mitt / R-Pres

Alt Order #:

08863116

B863116

Product Desc:

ROMNEY/P/R

Flight Dates:

09/12/12 - 09/18/12

Estimate:

373

Ln Ch Star											
NEWS	t End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$245.00	Rating 0.00						
	/12 09/18/12 ,	CBS This Morning		7-9a	MT	:30	2	\$150.00LV2	0.00 NM	2	\$300.00
EARLY SHOW Start Date Week: 09/17/12		Weekdays MT	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00						
E 4 8 09/12	/12 09/14/12	CBS This Morning	_	7-9a	WTF	:30	3	\$150.00LV2	0.00 NM	3	\$450.00
EARLY SHOW Start Date Week: 09/10/12		<u>Weekdays</u> WTF	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00						
	/12 09/18/12		СМ	9-10a	MT	:30	2	\$250.00LV2	0.00 NM	2	\$500.00
LIVE <u>Start Date</u>	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/17/12 E 6 8 09/17	09/23/12 /12 09/18/12	•	CM 2	\$250.00 10-11a	0.00 MT	:30	2	\$350.00LV2	0.00 NM	2	\$700.00
PRICE IS RIG Start Date		Price Is Right Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/12	09/23/12 /12 09/18/12	MT	CM	\$350.00 11a-12p	0.00 MT	:30	2	\$500.00LV2	0.00 NM	1	\$500.00
YOUNG AND		Young & Restles		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	•••	.00	-	4000.00242	0.00 11111	·	4 000.00
Start Date		Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/17/12 Spot Ch Date I	09/23/12	MT escription	2 Start	\$500.00 <u>End Time</u>	0.00	eekdavs	Len	ath Pate	Rtg Type		
	12-09/23/12 Y		11a-		-	<u>гескцауз</u> Г		:30 (\$500:00)			
Credited [v3]											
	/12 09/18/12	8 News Now Noo 8 News Now Noo		12-1230p	MT	:30	2	\$225.00LV2	0.00 NM	2	\$450.00
NEWS Start Date									5.55		
Maak: 00/17/12	End Date	Weekdays	Spots/Week	Rate	Rating				• • • • • • • • • • • • • • • • • • • •		,
Week: 09/17/12 F 9 8 09/17	09/23/12	MT	2	\$225.00	0.00	:30	2	\$325 001 V2		2	
E 9 8 09/17	09/23/12 /12 09/18/12		MAD CM			:30	2	\$325.00LV2		2	\$650.00
	09/23/12 /12 09/18/12 AUTIFUL	MT 1230-2p Soaps/ L	MAD CM	\$225.00	0.00	:30	2	\$325.00LV2		2	
E 9 8 09/17 BOLD AND BE Start Date Week: 09/17/12	09/23/12 /12 09/18/12 AUTIFUL End Date 09/23/12	MT 1230-2p Soaps/ L Soaps / Let's Mal Weekdays MT	2 _MAD_CM ke A Deal 	\$225.00 1230-2p Rate \$325.00	0.00 MT Rating 0.00				0.00 NM		\$650.00
E 9 8 09/17 BOLD AND BE Start Date Week: 09/17/12 E 10 8 09/17	09/23/12 /12 09/18/12 AUTIFUL End Date 09/23/12	MT 1230-2p Soaps/ L Soaps / Let's Mai Weekdays	2 _MAD CM ke A Deal 	\$225.00 1230-2p	0.00 MT	:30	2		0.00 NM	2	
E 9 8 09/17 BOLD AND BE Start Date Week: 09/17/12 E 10 8 09/17 THE TALK	09/23/12 /12 09/18/12 AUTIFUL End Date 09/23/12 /12 09/18/12	MT 1230-2p Soaps/ L Soaps / Let's Mal Weekdays MT The Talk 2-3P The Talk	2 MAD CM ke A Deal Spots/Week 2 CM	\$225.00 1230-2p Rate \$325.00 2-3p	0.00 MT Rating 0.00 MT				0.00 NM		\$650.00
E 9 8 09/17 BOLD AND BE Start Date Week: 09/17/12 E 10 8 09/17	09/23/12 /12 09/18/12 AUTIFUL End Date 09/23/12 /12 09/18/12	MT 1230-2p Soaps/ L Soaps / Let's Mal Weekdays MT The Talk 2-3P	2 _MAD_CM ke A Deal 	\$225.00 1230-2p Rate \$325.00	0.00 MT Rating 0.00				0.00 NM		\$650.00
E 9 8 09/17 BOLD AND BE Start Date Week: 09/17/12 E 10 8 09/17 THE TALK Start Date Week: 09/17/12	09/23/12 /12 09/18/12 EAUTIFUL End Date 09/23/12 /12 09/18/12 End Date	MT 1230-2p Soaps/ L Soaps / Let's Mal Weekdays MT The Talk 2-3P The Talk Weekdays MT Ellen	2 MAD CM ke A Deal Spots/Week 2 CM	\$225.00 1230-2p Rate \$325.00 2-3p	O.00 MT Rating O.00 MT				0.00 NM		\$650.00
E 9 8 09/17 BOLD AND BE Start Date Week: 09/17/12 E 10 8 09/17 THE TALK Start Date Week: 09/17/12	09/23/12 /12 09/18/12 EAUTIFUL End Date 09/23/12 /12 09/18/12 End Date 09/23/12	MT 1230-2p Soaps/ L Soaps / Let's Mal Weekdays MT The Talk 2-3P The Talk Weekdays MT	2 MAD CM ke A Deal Spots/Week 2 CM Spots/Week 2	\$225.00 1230-2p Rate \$325.00 2-3p Rate \$350.00	0.00 MT Rating 0.00 MT Rating 0.00	:30	2	\$350.00LV2	0.00 NM	2	\$650.00 \$700.00
E 9 8 09/17 BOLD AND BE Start Date Week: 09/17/12 E 10 8 09/17 THE TALK Start Date Week: 09/17/12 E 11 8 09/17 ELLEN Start Date	09/23/12 /12 09/18/12 AUTIFUL End Date 09/23/12 /12 09/18/12 End Date 09/23/12 /12 09/18/12 End Date	MT 1230-2p Soaps/ L Soaps / Let's Mal Weekdays MT The Talk 2-3P The Talk Weekdays MT Ellen	2 MAD CM ke A Deal Spots/Week 2 CM Spots/Week 2	\$225.00 1230-2p Rate \$325.00 2-3p Rate \$350.00 3-4p	0.00 MT Rating 0.00 MT Rating 0.00 MT	:30	2	\$350.00LV2	0.00 NM	2	\$650.00 \$700.00
E 9 8 09/17 BOLD AND BE Start Date Week: 09/17/12 E 10 8 09/17 THE TALK Start Date Week: 09/17/12 E 11 8 09/17 ELLEN Start Date Week: 09/17/12	09/23/12 /12 09/18/12 AUTIFUL End Date 09/23/12 /12 09/18/12 End Date 09/23/12 /12 09/18/12	MT 1230-2p Soaps/ L Soaps / Let's Mal Weekdays MT The Talk 2-3P The Talk Weekdays MT Ellen Ellen Weekdays MT	2 MAD CM ke A Deal Spots/Week 2 CM Spots/Week 2 CM Spots/Week 2 CM	\$225.00 1230-2p Rate \$325.00 2-3p Rate \$350.00 3-4p	0.00 MT Rating 0.00 MT Rating 0.00 MT	:30	2	\$350.00LV2	0.00 NM 0.00 NM	2	\$650.00 \$700.00
E 9 8 09/17 BOLD AND BE Start Date Week: 09/17/12 E 10 8 09/17 THE TALK Start Date Week: 09/17/12 E 11 8 09/17 ELLEN Start Date Week: 09/17/12	09/23/12 /12 09/18/12 END Date 09/23/12 /12 09/18/12 End Date 09/23/12 /12 09/18/12 End Date 09/23/12 End Date 09/23/12	MT 1230-2p Soaps/ L Soaps / Let's Mal Weekdays MT The Talk 2-3P The Talk Weekdays MT Ellen Ellen Weekdays MT	2 MAD CM ke A Deal Spots/Week 2 CM Spots/Week 2 CM	\$225.00 1230-2p Rate \$325.00 2-3p Rate \$350.00 3-4p Rate \$325.00	0.00 MT Rating 0.00 MT Rating 0.00 MT Rating 0.00	:30	2	\$350.00LV2 \$325.00LV2	0.00 NM 0.00 NM	2	\$650.00 \$700.00 \$650.00
E 9 8 09/17 BOLD AND BE Start Date Week: 09/17/12 E 10 8 09/17 THE TALK Start Date Week: 09/17/12 E 11 8 09/17 ELLEN Start Date Week: 09/17/12 E 12 8 09/12	09/23/12 /12 09/18/12 END Date 09/23/12 /12 09/18/12 End Date 09/23/12 /12 09/18/12 End Date 09/23/12 /12 09/14/12	MT 1230-2p Soaps/ L Soaps / Let's Mal Weekdays MT The Talk 2-3P The Talk Weekdays MT Ellen Ellen Weekdays MT	2 MAD CM ke A Deal Spots/Week 2 CM Spots/Week 2 CM	\$225.00 1230-2p Rate \$325.00 2-3p Rate \$350.00 3-4p Rate \$325.00 3-4p Rate	0.00 MT Rating 0.00 MT Rating 0.00 MT Rating 0.00	:30	2	\$350.00LV2 \$325.00LV2	0.00 NM 0.00 NM	2	\$650.00 \$700.00 \$650.00
E 9 8 09/17 BOLD AND BE Start Date Week: 09/17/12 E 10 8 09/17 THE TALK Start Date Week: 09/17/12 E 11 8 09/17 ELLEN Start Date Week: 09/17/12 E 12 8 09/12 ELLEN Start Date Week: 09/10/12	09/23/12 /12 09/18/12 END Date 09/23/12 /12 09/14/12 End Date 09/16/12	MT 1230-2p Soaps/ L Soaps / Let's Mal Weekdays MT The Talk 2-3P The Talk Weekdays MT Ellen Ellen Weekdays MT Ellen Ellen Weekdays MT	ZemAD CM ke A Deal Spots/Week 2 CM Spots/Week 2 CM Spots/Week 2 CM Spots/Week 3 M-F CM	\$225.00 1230-2p Rate \$325.00 2-3p Rate \$350.00 3-4p Rate \$325.00 3-4p Rate	0.00 MT Rating 0.00 MT Rating 0.00 MT Rating 0.00 WTF Rating 0.00 WTF	:30	2	\$350.00LV2 \$325.00LV2	0.00 NM 0.00 NM	2	\$650.00 \$700.00 \$650.00

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KLAS

Order / Rev:

37225

Advertiser:

Romney, Mitt / R-Pres

Alt Order #: Flight Dates:

08863116

Product Desc:

ROMNEY/P/R

09/12/12 - 09/18/12

Estimate:

373

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 0.00 NM E 13 8 09/12/12 09/14/12 8 News Now 4p M-F CM 4-5p --WTF--:30 \$300.00LV2 \$900.00 8 News Now 4p M-F (4:30 PM-5:00 PM) NEWS Start Date **End Date** Weekdays Spots/Week Rate Rating --WTF--Week: 09/10/12 09/16/12 3 \$300.00 0.00 \$300.00LV2 0.00 NM \$600.00 8 09/17/12 09/18/12 8 News Now 4p M-F CM 4-5p MT----:30 (4:30 PM-5:00 PM) 8 News Now 4p M-F **NEWS End Date** Spots/Week Start Date **Weekdays** Rate Rating MT----\$300.00 0.00 Week: 09/17/12 09/23/12 :30 \$375.00LV2 0.00 NM \$1,500.00 E 15 8 09/17/12 09/18/12 8 News Now 5-630p M-FCM 5-630p MT----8 News Now 5-630p M-F **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/17/12 MT----09/23/12 \$375.00 0.00 8 News Now 5-630p M-FCM --WTF--:30 \$375.00LV2 0.00 NM 6 \$2,250,00 E 16 09/12/12 09/14/12 5-630p 8 News Now 5-630p M-F **NEWS** Spots/Week Start Date **End Date** Weekdays Rating Rate -WTF--0.00 Week: 09/10/12 09/16/12 \$375.00 6 \$875.00LV1 0.00 NM 09/12/12 09/14/12 630-7p Inside Edition CM 630-7p --WTF--:30 3 \$2,625.00 Inside Edition **INSIDE EDITION** Weekdays Spots/Week Rating **Start Date End Date** Rate Week: 09/10/12 09/16/12 --WTF--\$875.00 0.00 :30 \$875.00LV1 0.00 NM \$3,500.00 E 18 09/17/12 09/18/12 630-7p Inside Edition CM 630-7p MT----Inside Edition INSIDE EDITION Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 MT----\$875.00 0.00 E 19 09/17/12 09/18/12 7-8p Rotator CM 7-8p MT----:30 2 \$1,000.00LV1 0.00 NM \$2,000.00 7-8p Rotator Spots/Week Start Date **End Date** Weekdays Rate Rating MT----0.00 Week: 09/17/12 09/23/12 2 \$1,000.00 --WTF--\$325.00LV2 0.00 NM 3 \$975.00 E 20 8 09/12/12 09/14/12 7-8p Rotator CM 7-8p :30 7-8p Rotator FT Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 --WTF--\$325.00 0.00 09/17/12 09/18/12 8 News Now 11p M-F CM 11-1135p MT----:30 4 \$1,550.00LV1 0.00 NM \$6,200.00 8 News Now 11p M-F **NEWS End Date** Spots/Week Start Date Rating Weekdays Rate Week: 09/17/12 09/23/12 4 \$1,550.00 0.00 --WTF--E 22 8 09/12/12 09/14/12 8 News Now 11p M-F CM 11-1135p :30 5 \$1,550.00LV1 0.00 NM 5 \$7,750.00 8 News Now 11p M-F NEWS **Start Date End Date** Weekdays Spots/Week Rating Rate --WTF--Week: 09/10/12 09/16/12 \$1,550.00 0.00 09/12/12 09/14/12 Letterman CM 1135p-1237a --WTF--:30 \$750.00LV1 0.00 NM \$2,250.00 Letterman **LETTERMAN** Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 09/10/12 09/16/12 --WTF--\$750.00 0.00 09/17/12 09/18/12 :30 \$750.00LV1 E 24 CM 1135p-1237a 0.00 NM 2 \$1,500.00 Letterman Letterman **LETTERMAN** Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 09/17/12 09/23/12 \$750.00 0.00 09/17/12 09/17/12 CM 10-11p M----:30 1 \$5,000.00LV1 0.00 NM \$5,000.00

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KLAS

Order / Rev:

37225

Advertiser:

Romney, Mitt / R-Pres

Alt Order #:

08863116

Product Desc: ROMNEY/P/R

Flight Dates:

09/12/12 - 09/18/12

Estimate:

373

Ln Ch	h Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
LA	WAII 5-0		Mon 10-11p Hawaii Five-O				·					
	Start Date :: 09/17/12	End Date 09/23/12	<u>Weekdays</u> M	Spots/Week	Rate \$5,000.00	Rating 0.00]		
-		2 09/15/12	8 News Now Sat 8 News Now Sat	5-7p CM	5-7p	S-	:30	1	\$550.00LV1	0.00 NM	1	\$550.00
	WS ROTATION Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				:		
	: 09/10/12 8 09/15/1	09/16/12 2 09/15/12	Politics Now S Se	helius CM	\$550.00 Various	0.00 S-	:30	1	\$250.00LV2	0.00 NM	1	\$250.00
			Politics Now S Se		(5:30 PM-6:0	_	.00	•	\$200.00272	0.00 1	•	Q 200.00
	LITICS NOW Start Date : 09/10/12	End Date 09/16/12	Weekdays S-	Spots/Week	<u>Rate</u> \$250.00	Rating 0.00						
		2 09/15/12	Sat 10-11p 48 Hours Mystery	CM	10-11P	S-	:30	1	\$2,250.00LV1	0.00 NM	1	\$2,250.00
	HOURS Start Date :: 09/10/12	End Date 09/16/12	Weekdays S-	Spots/Week	<u>Rate</u> \$2,250.00	Rating 0.00						
		2 09/15/12	Sat 1135p-1235a	Priv P@M	1135p-105a	S-	:30	1	\$70.00LV2	0.00 NM	1	\$70.00
THE	E UNIT		CBS Sports/Priva	ate Practice								
Week	Start Date : 09/10/12	End Date 09/16/12	Weekdays	Spots/Week	<u>Rate</u> \$70.00	Rating 0.00						
		2 09/15/12	 		5-7a	S-	:30	2	\$240.00LV1	0.00 NM	2	\$480.00
EAF	RLY SHOW		CBO Larry Onow	- Oat.								
Week	Start Date : 09/10/12	End Date 09/16/12	<u>Weekdays</u> S-	Spots/Week 2	<u>Rate</u> \$240.00	Rating 0.00						
E 31 8	8 09/16/1		8 News Now Sun 8 News Now Sun			Sun AS	:30	1	\$125.00LV2	0.00 NM	1	\$125.00
NEV Week:	WS <u>Start Date</u> :: 09/10/12	End Date 09/16/12	Weekdays S	Spots/Week	<u>Rate</u> \$125.00	Rating 0.00						
			CBS News Sunda	•		/ MorniS	:30	2	\$325.00LV2	0.00 NM	2	\$650.00
SUI	NDAY MORN				5 .	.						
Week	Start Date :: 09/10/12	End Date 09/16/12	Weekdays S	Spots/Week 2	<u>Rate</u> \$325.00	Rating 0.00						
		2 09/16/12	8 News Now Sun 8 News Now Sun		8 News Now	Sun AS	:30	2	\$850.00LV1	0.00 NM	. 2	\$1,700.00
NE\ Week	WS <u>Start Date</u> :: 09/10/12	End Date 09/16/12	Weekdays	Spots/Week	<u>Rate</u> \$850.00	Rating 0.00						
			Face The Nation	СМ	·	ationS	:30	1	\$300.00LV2	0.00 NM	1	\$300.00
FAC	CE THE NATI	ION	Face The Nation									
Week	Start Date : 09/10/12	End Date 09/16/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00		·				
		2 09/16/12	Sun 7-8p 60 Minutes	СМ	7-8p	S	:30	1	\$3,375.00LV1	0.00 NM	1	\$3,375.00
	MINUTES Start Date : 09/10/12	End Date 09/16/12	Weekdays S	Spots/Week	<u>Rate</u> \$3,375.00	Rating 0.00						
E 36 8		2 09/16/12	•	СМ	9-10p	S	:30	2	\$1,400.00LV2	0.00 NM	2	\$2,800.00
THE	E GOOD WIF	Έ	The Good Wife							l		
Week	Start Date :: 09/10/12	End Date 09/16/12	Weekdays	Spots/Week	<u>Rate</u> \$1,400.00	Rating 0.00						
		2 09/16/12		CM	10-11p	5	:30	1	\$4,000.00LV1	0.00 NM	1	\$4,000.00

Print Date: 10/05/12 11:12:51 Page 5 of 5

KLAS

Order / Rev:

37225

Advertiser:

Romney, Mitt / R-Pres

Alt Order #:

08863116

Product Desc: ROMNEY/P/R

Flight Dates:

09/12/12 - 09/18/12

Estimate:

373

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
				Sun 10-11p The Mentalist									
	THE	MENTALIS'	Γ								_		
w	_	Start Date 09/10/12	End Date 09/16/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$4,000.00	Rating 0.00						
E 38	8	09/16/1	2 09/16/12	8 News Now Sun 8 News Now Sun	•	11-1135P	5	:30	2	\$350.00LV2	0.00 NM	2	\$700.00
	NEW	S			·								
	9	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 0	9/10/12	09/16/12	S	2	\$350.00	0.00						
E 39	8	09/16/1	2 09/16/12	Eye on Wash/Wa		5-6a	S	:30	2	\$75.00LV2	0.00 NM	2	\$150.00
	NEW	S		•									
	_	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: C	09/10/12	09/16/12	S	2	\$75.00	0.00			<u> </u>			
											Totals	88	\$61,550.00